

KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

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| | | | | | |
|--|---|--------------------------------|--|---------------|---|
| 35698 | AGENCY (OR SERVICE) ACTING AS AGENT FOR 339565 | | ADVERTISER (OR AGENCY AND ADVERTISER) | | Cancellation Notice Required Announcement 28 days prior notice |
| NAME | BUYING TIME | | DEPASQUALE FOR PA | | |
| AND | 650 Massachusetts Ave NW Ste 210 | | PO BOX 1822 | | |
| ADDRESS | Washington | DC 20001-3796 | York | PA 17405-1822 | |
| | USA | | USA | | |
| CONTACT | | | PRODUCT DEPASQUALE 10/23-29 | | |
| LOCAL SALESPERSON | Brian Butz-1 | AGENCY EST. NO. 2217 | PRODUCT CODE | 1310 | |
| NATIONAL SALESPERSON | | | | | |
| BROADCAST SCHEDULE STARTING 10/23/12 AND ENDING 10/29/12 NO. WEEKS: 1 | | | | | |

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

| ITEM | DAYS | SPOTS PWK. | TIME | | LENGTH | EFFECTIVE DATES | PROGRAMS | TOTAL BDCST. | UNIT RATE | TOTAL VALUE(1) |
|--|---------|---------------|--------|--------|--------|-------------------|--------------------|-----------------|-----------|----------------|
| | | | FROM | TO | | | | | | |
| PRINT AT STATION. ALL RATES ARE PRE-EMPTIBLE. PAID FOR BY DEPASQUALE FOR PA. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE. | | | | | | | | | | |
| 1 | ..11... | 2 | 07:00A | 08:00A | 30S | 10/24/12-10/25/12 | | 2 | 350.00 | 700.00 |
| 30 MIN SEP | | | | | | | | | | |
| 2 | M | 1 | 07:00A | 08:00A | 30S | 10/29/12-10/29/12 | | 1 | 350.00 | 350.00 |
| 30 MIN SEP | | | | | | | | | | |
| 3 | 01011.. | 3 | 05:00A | 05:58A | 30S | 10/23/12-10/26/12 | THIS MORNING 5-6AM | 3 | 300.00 | 900.00 |
| 30 MIN SEP | | | | | | | | | | |
| 4 | ..1.1.. | 2 | 08:00A | 09:00A | 30S | 10/24/12-10/26/12 | | 2 | 350.00 | 700.00 |
| 30 MIN SEP | | | | | | | | | | |
| 5 | M | 1 | 08:00A | 09:00A | 30S | 10/29/12-10/29/12 | | 1 | 350.00 | 350.00 |
| 30 MIN SEP | | | | | | | | | | |
| 6 | 01110.. | 3 | 11:58A | 12:30P | 30S | 10/23/12-10/25/12 | NOON NEWS | 3 | 600.00 | 1800.00 |
| 30 MIN SEP | | | | | | | | | | |
| 7 | 01010.. | 2 | 04:30P | 05:00P | 30S | 10/23/12-10/25/12 | 430-5PM NEWS | 2 | 700.00 | 1400.00 |
| 30 MIN SEP | | | | | | | | | | |
| 8 | M | 1 | 04:30P | 05:00P | 30S | 10/29/12-10/29/12 | 430-5PM NEWS | 1 | 700.00 | 700.00 |
| 30 MIN SEP | | | | | | | | | | |
| 9 | 00101.. | 2 | 04:00P | 04:30P | 30S | 10/24/12-10/26/12 | 4-430PM NEWS | 2 | 700.00 | 1400.00 |
| 30 MIN SEP | | | | | | | | | | |
| 10 | M | 1 | 04:00P | 04:30P | 30S | 10/29/12-10/29/12 | 4-430PM NEWS | 1 | 700.00 | 700.00 |
| 30 MIN SEP | | | | | | | | | | |

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

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| | USA | | | USA | | |
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| LOCAL SALESPERSON | Brian Butz-1 | | AGENCY EST. NO. | PRODUCT 1310 | | |
| | | | 2217 | CODE | | |
| NATIONAL SALESPERSON | | | | | | |
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|------------------|---------|------------|--------|--------|--------|-------------------|------------------|--------------|-----------|----------------|
| | | | FROM | TO | | | | | | |
| 11 30 MIN SEP | 01011.. | 3 | 05:30P | 06:00P | 30S | 10/23/12-10/26/12 | 530-6PM NEWS | 3 | 850.00 | 2550.00 |
| 12 30 MIN SEP | 00110.. | 2 | 05:00P | 05:30P | 30S | 10/24/12-10/25/12 | 5-530PM NEWS | 2 | 850.00 | 1700.00 |
| 13 30 MIN SEP | M | 1 | 05:00P | 05:30P | 30S | 10/29/12-10/29/12 | 5-530PM NEWS | 1 | 850.00 | 850.00 |
| 14 30 MIN SEP | 01001.. | 2 | 05:58P | 06:30P | 30S | 10/23/12-10/26/12 | M-F 6PM NEWS | 2 | 950.00 | 1900.00 |
| 15 30 MIN SEP | 00101.. | 2 | 06:30P | 07:00P | 30S | 10/24/12-10/26/12 | M-F 630PM NEWS | 2 | 950.00 | 1900.00 |
| 16 30 MIN SEP | M | 1 | 06:30P | 07:00P | 30S | 10/29/12-10/29/12 | M-F 630PM NEWS | 1 | 950.00 | 950.00 |
| 17 30 MIN SEP | Sa | 1 | 07:00P | 07:30P | 30S | 10/27/12-10/27/12 | SAT 7PM NEWS | 1 | 500.00 | 500.00 |
| 18 30 MIN SEP | 01010.. | 2 | 06:57P | 07:30P | 30S | 10/23/12-10/25/12 | CBS EVENING NEWS | 2 | 1250.00 | 2500.00 |
| 19 30 MIN SEP | M | 1 | 06:57P | 07:30P | 30S | 10/29/12-10/29/12 | CBS EVENING NEWS | 1 | 1250.00 | 1250.00 |
| 20 30 MIN SEP | 0010001 | 2 | 11:00P | 11:35P | 30S | 10/24/12-10/28/12 | 11PM NEWS | 2 | 1500.00 | 3000.00 |
| 21 30 MIN SEP | M | 1 | 11:00P | 11:35P | 30S | 10/29/12-10/29/12 | 11PM NEWS | 1 | 1500.00 | 1500.00 |

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| | | | FROM | TO | | | | | | |
| 22 Sa 30 MIN SEP | | 1 | 07:58A | 10:00A | 30S | 10/27/12-10/27/12 | SAT.CBS MORNING NEWS | 1 | 325.00 | 325.00 |
| Total Contract: | | | | | | | | 37 | | 27925.00 |
| Billing Summary | | | | | | | | | | |
| Qtr 4-12 | | | | | | Oct | Nov | Dec | Total | |
| | | | | | | 21275.00 | 6650.00 | .00 | 27925.00 | |
| GRAND TOTAL | | | | | | | | | 27925.00 | |

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